Ongoing - Invasion

Part 1

Background

Invasion was the first Limited-Time Challenge with a UGC component. It ran from October 18-November 2 midnight UTC

Lore Background / Chapter Name: 'The Mystery Unfolds'

The mysterious Science Department has unveiled itself for the first time to get all hands on deck. An Invasion is coming and YOU can help!

> *We're hoping to make this a longer series and drive some longer term engagement through a mystery focused story line at first which can eventually pivot to other themes*

Conceit:

The Science Department has noticed unknown objects and has seen issues with the stability of the Roomiverse. Fearing an Invasion and facing failing tech they have sent out a call for help.

Ch 1: As you enter a pristine mission control, you're greeted by a flying robot that explains that getting Science Department tech back and running is key to protecting the Roomiverse. At the heart of the issue are strange *power cores* that have scattered across Rec Room and are wreaking havoc on the stability of Science Dept systems. Work with the Science Department to collect and neutralize these power cores and earn special access items as a reward!

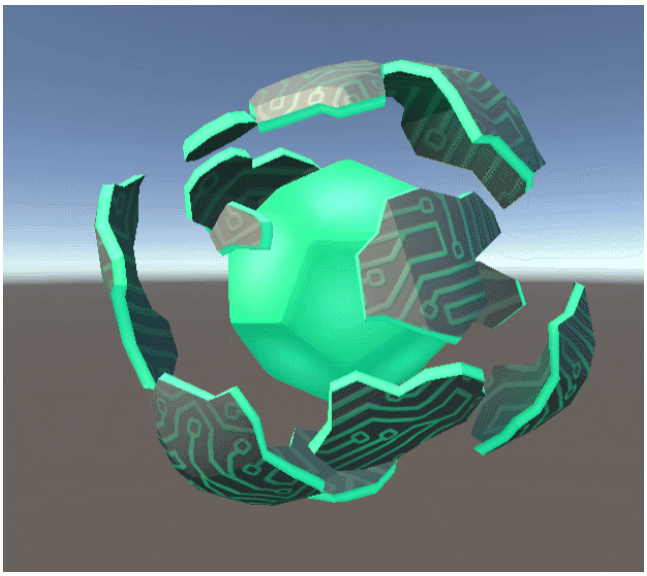
Ch 2 Tease: As you work with the Science Dept, you start wondering how they learned about the power cores? What's hidden in the secret rooms around the area? Who runs the Science Department? Is there more to the story? Find out in Chapter 2

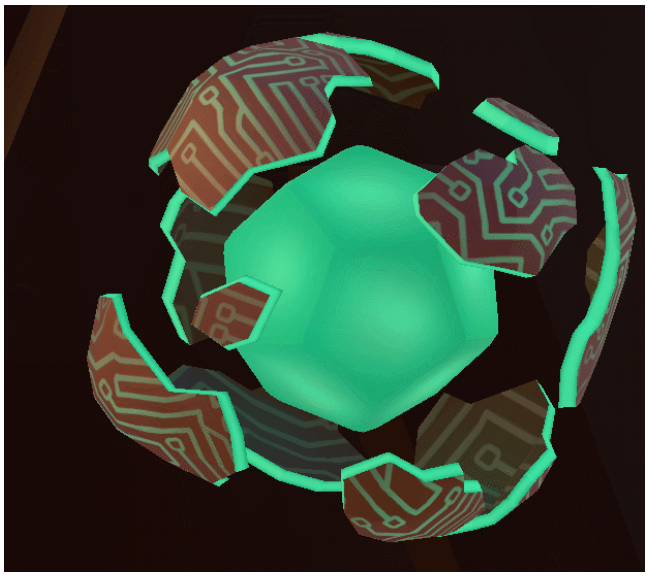
Key Themes:

- Mystery
  - Stray away from horror
- The beginning of an impending threat
- Friend or Foe?

Characters / Organizations:

- The Science Department
  - Portrayed through a flying robot
- Invading Force
- Power Cores





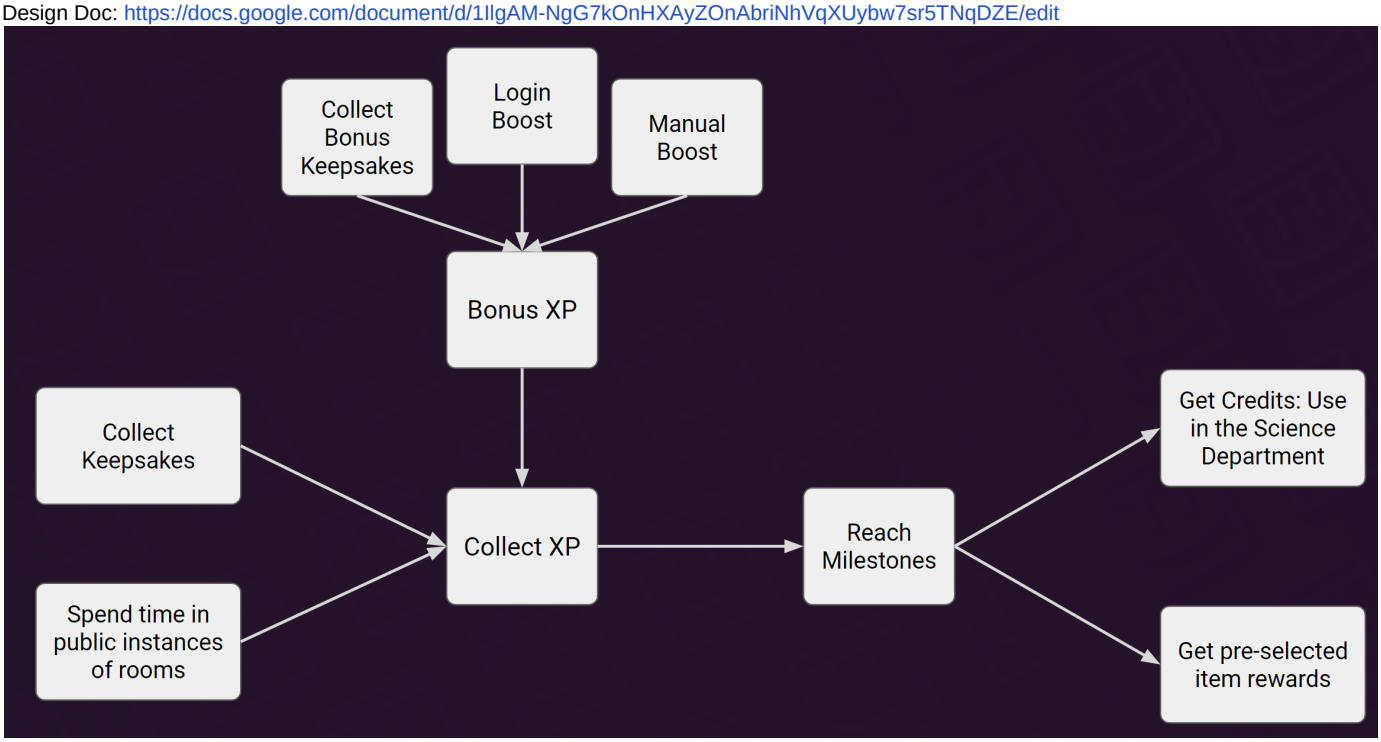
Power Core for October Run

We've intentionally broken some of our design rules to create this design and make it feel out of place in Rec Room. We'll be using this color often to indicate objects related to the Invasion while the Science Dept will be represented with purples.

Event / Challenge Mechanics Background

The loop for the event was essentially as defined below (screenshots here)

Design Doc: https://docs.google.com/document/d/1IlgAM-NgG7kOnHXAyZOnAbriNhVqXUybw7sr5TNqDZE/edit



The Key Elements of the event were:

- **XP Collection:**
  - This was the primary way to track progress
  - XP could be earned by collecting Keepsakes (called Power Cores for the narrative here) in UGC Rooms or by playing public instances or rooms
    - Rooms with Power Cores become available to players slowly over the course of the event. Power Cores weren't visible or available to collect in a Room until the Room was 'unlocked'
    - Creator Outreach Instructions
    - Keepsake Room List
- **Bonus XP:**
  - Bonus Keepsakes: These Keepsakes would be available to players in specific rooms only if they owned a specific item
  - Login Boost (aka Consistency Boost): The login boost gave players a multiplier on any XP earned for the first x minutes of gameplay each day
  - Manual Boost: The manual boost allowed players to use tokens to multiply the XP they had earned over a set amount of time before the boost was triggered
- **Milestones:**
  - Base Milestones: This was the key goal for all players in the event
  - Bonus Milestone: This triggered for players if they completed all the Base Milestones. This was a repeatable milestone players could complete over and over again to earn extra credits and unlock additional rewards
- **Credits / Event Currency**
  - This was an event specific currency that was only valid over the duration of the event (+1 extra day at the end)
  - Players could use these Credits in ^TheScienceDepartment pop up shop to unlock some high value rewards
  - This gave player agency over unlocking the rewards they cared about
- **TheScienceDepartment**
  - This was the room that served as a hub for the lore around the event and served as the basis for visual progression between events
  - It hosted the first Power Core (Keepsake) for players to collect
  - It also hosted the pop up shop for players to use Credits

Lore design additions for trailer/event announcement/etc:

Create a robot character mascot for Science Team

- Helpful and nerdy but somewhat goofy/down to earth Robot-like AI
- Rogue AI from Jumbotron bots?
  - Personality, they often get distracted from their reports to comment on random visual not-important distractions
  - If related to Jumbotron in some way, occasional evil AI glitching

  - https://docs.google.com/spreadsheets/d/1GIqimbZf-rcGyeBITy1YBp0KFnK0BpfXpguwzuDkgXE/edit#gid=1898706382

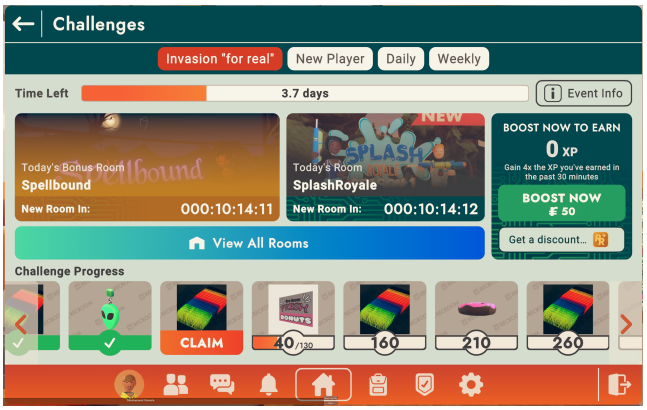
Trivia

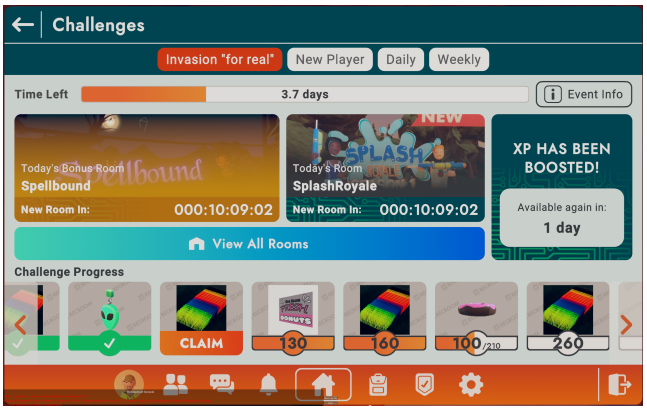
- The full list of rooms that included power cores is available here:
- TheScienceDepartment room hosted the first player-facing version of the PortalGun which unlocked after players collected 5 hidden circuits in the room

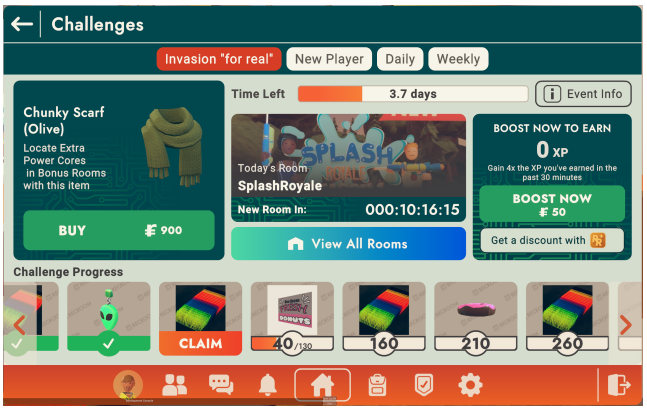
Fireworks2022_3 (1).mp4

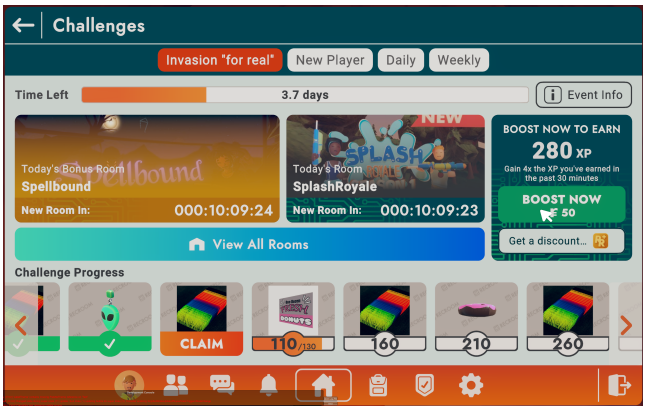
Gallery

Invasion_v1_NOSFX.mp4	
IAE_Preview.mp4	

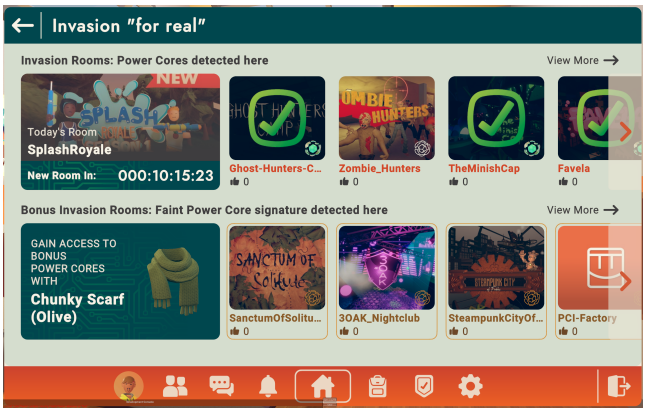

Challenges
Invasion "for real"
New Player
Daily
Weekly
Time Left
3.7 days
Event Info
Today's Bonus Room
Spellbound
New Room In:
000:10:14:11
Today's Room
SplashRoyale
New Room In:
000:10:14:12
BOOST NOW TO EARN
0 XP
Gain 4x the XP you've earned in the past 30 minutes
BOOST NOW
₹ 50
Get a discount...
View All Rooms
Challenge Progress
CLAIM
40/130
160
210
260

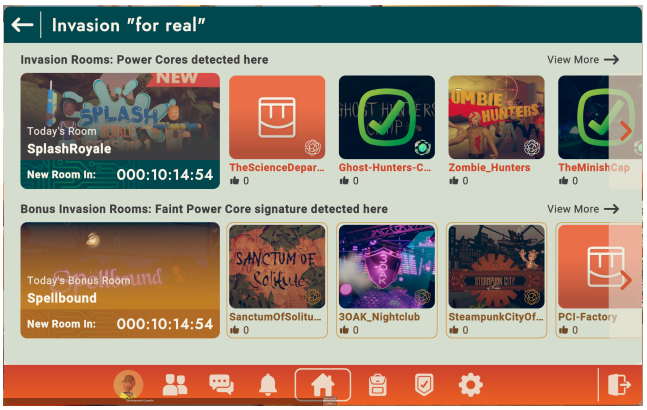

Challenges
Invasion "for real"
New Player
Daily
Weekly
Time Left
3.7 days
Event Info
Today's Bonus Room
Spellbound
New Room In:
000:10:09:02
Today's Room
SplashRoyale
New Room In:
000:10:09:02
XP HAS BEEN BOOSTED!
Available again in:
1 day
View All Rooms
Challenge Progress
CLAIM
130
160
100/210
260

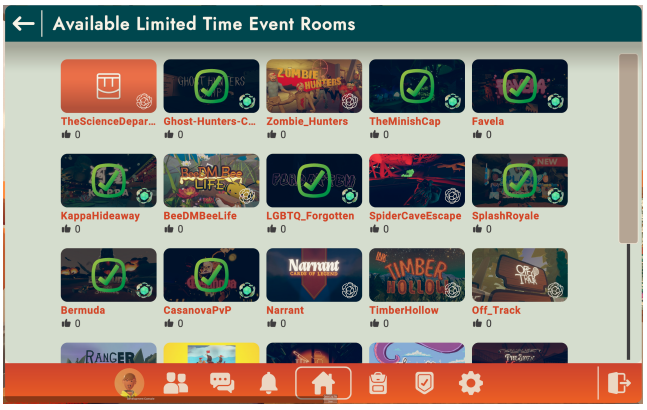

Challenges
Invasion "for real"
New Player
Daily
Weekly
Chunky Scarf (Olive)
Locate Extra Power Cores in Bonus Rooms with this item
BUY
₹ 900
Time Left
3.7 days
Event Info
Today's Room
SplashRoyale
New Room In:
000:10:16:15
BOOST NOW TO EARN
0 XP
Gain 4x the XP you've earned in the past 30 minutes
BOOST NOW
₹ 50
Get a discount with
View All Rooms
Challenge Progress
CLAIM
40/130
160
210
260

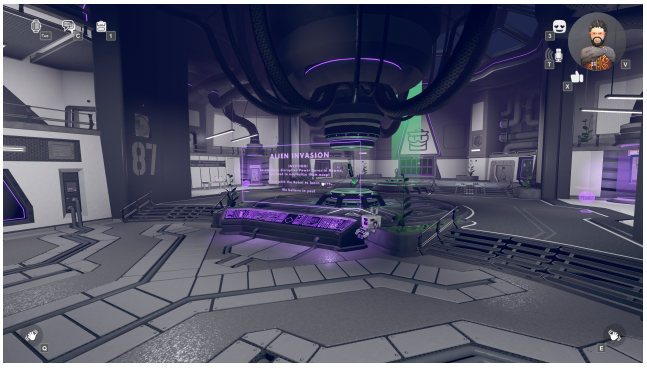

Challenges
Invasion "for real"
New Player
Daily
Weekly
Time Left
3.7 days
Event Info
Today's Bonus Room
Spellbound
New Room In:
000:10:09:24
Today's Room
SplashRoyale
New Room In:
000:10:09:23
BOOST NOW TO EARN
280 XP
Gain 4x the XP you've earned in the past 30 minutes
BOOST NOW
₹ 50
Get a discount...
View All Rooms
Challenge Progress
CLAIM
110/130
160
210
260

Invasion "for real"
i am maru
Collect XP
Locate Power Cores in the Highlighted Rooms! Collecting Power Cores will award XP.
You can also earn XP by spending time in public rooms.
Speed Up Progress
Leverage the Consistency Boost to level up faster!
You can also earn bonus progress through the manual boost as well as discovering Power Cores in Bonus Rooms.
Invasion Credits
Use Invasion Credits to unlock special offers in ^TheScienceDepartment room.
Invasion Credits can be used until 24 hours after the event ends.
Consistency Boost
Earn 2x more XP during your first 20 minutes in public rooms each day


Invasion "for real"
Invasion Rooms: Power Cores detected here
View More
Today's Room
SplashRoyale
New Room In:
000:10:15:23
Ghost-Hunters-C...
Zombie_Hunters
TheMinishCap
Favela
Bonus Invasion Rooms: Faint Power Core signature detected here
View More
GAIN ACCESS TO BONUS POWER CORES WITH
Chunky Scarf (Olive)
SanctumOfSolitu...
3OAK_Nightclub
SteampunkCityOf...
PCI-Factory


Invasion "for real"
Invasion Rooms: Power Cores detected here
View More
Today's Room
SplashRoyale
New Room In:
000:10:14:54
TheScienceDepar...
Ghost-Hunters-C...
Zombie_Hunters
TheMinishCap
Bonus Invasion Rooms: Faint Power Core signature detected here
View More
Today's Bonus Room
Spellbound
New Room In:
000:10:14:54
SanctumOfSolitu...
3OAK_Nightclub
SteampunkCityOf...
PCI-Factory


Available Limited Time Event Rooms
TheScienceDepar...
Ghost-Hunters-C...
Zombie_Hunters
TheMinishCap
Favela
KappaHideaway
BeeDMBeeLife
LGBTQ_Forgotten
SpiderCaveEscape
SplashRoyale
Bermuda
CasanovaPvP
Narrant
TimberHollow
Off_Track



Part ALL NOTES

Event Narrative Design Goals (to maximize participation in mechanics):

The primary goal of the narrative is to immersively highlight Rec Room features or improve their impact. The narrative pacing and key beats need to be built around product updates - that is what'll drive the KPIs

As Cam has mentioned in the past, we want to keep any narrative we do light-touch. We're creating the world where players can utilize various characters and story elements for their rooms and stories rather than conflicting with our prescribed story.

It might mean we sacrifice some narrative impact on our end but that's an okay trade-off for the value building blocks like this can add to UGC rooms

- **Start - we'll learn more with future narrative**
  - Introduce Novelty
  - *Tie it to the highlighted event mechanics* - something we could've done better in Part 1
  - Tease the reward clearly
- **End**
  - Story either ends in a cliff-hanger
  - OR gives player a key piece of information they did not have before
  - OR there's a reward to the activities that trumps the need for any narrative hook
- **Characters Arcs**
  - This is a story where the player is secretly the protagonist. Their actions NEED to be key to the events which take place (or the reward needs to make up for it) otherwise the value of the mechanical tie-in drops significantly
    - Given that we are unlikely to lock any major features behind the mechanics, it is unlikely there will be a moment where we can rely on the reward
  - We're setting the narrative for this universe - so we should give each character limelight and let players build associations with those characters before we start pitting them against each other
    - For example, if the Robot fights the Invasion and is hurt that is a strong enough hook for an event in itself UNLESS the player's haven't had time to develop a relation with the robot. In that case it is just a cute character that is hurt and the hook is significantly weaker
- **Length of narrative**
  - For all of these characters to really play out, I'd think on a 10 year timeline. So we want to reserve story beats
  - The progression event will run bi-monthly however so we'll need to get into the cadence of
    - **Major Part releases:** TBD whether we stagger these with mechanical releases or match them

- **2-3 minor parts in between:** These are essentially light production filler runs that happen between major parts to keep the production costs manageable as well as to keep the story running long term
  - These are good moments to add backstory, build character arcs, and test strategic narrative tone changes

The narrative will not always be something that players are pleased with. That is okay. If there is a strong negative reaction then that's a sign that players care about the narrative - better than no reaction to a major plot moment.

List of all the easter eggs / possible tie ins (things we want to be consistent about):

- Shard from the Forbidden One's bucket in the ScienceDepartment
- Purple slime oozing from one of the rooms in the back
- Same purple shade for the Department as the Forbidden one
- Unique shade of green/blue for Antagonist as well as a deviation from usual visual style
- Robot
  - No Name - use it as a future chapter. Tie it to an event mechanic and release the name slowly over the course of the event
  - Doesn't not partake in the events themselves
  - Informational/Helpful
- Catalyst items
  - Unique ScienceDepartment Circuit pattern
  - Functionality previously seen in Amulet of elsewere and keytars
- UFOs
  - We did show UFOs and silouttes getting carried away - we'll have to clean that up at some point
- Portal to another place
  - There's a shadow-y figure who shows holding what looks like a Power Core before disappearing
- Portal Gun
  - New tech - unique to theScienceDepartment for now

The exclusion of Scientists from the ScienceDepartment is **very intentional**- this is a potentially massive GTM beat that we can leverage when avatar updates go out. It will definitely be weirder the longer we go without showing scientists BUT it also increases the value of the moment.

Building potential plot points like this as we go along will be helpful

The Science Department

- There is a possible implication that the ScienceDepartment is the Rec Room dev team - especially given the research group we're setting up and the fact that we might use this space to tease new content.
- It doesn't matter if we don't make it canon since it could be a clickbait-y headline which could be troublesome in the future.
- With that in mind, we want to be intentional about any non-neutral narrative we release about the ScienceDepartment. Might be good to use the same goals for the ScienceDepartment narrative as wel do for Coach
  - Either that or we cleanly distance the Rec Room dev team from the Science Department asap. But I am not sure that'll be possible without removing cool upcoming content from the room (like the Portal Gun) which would make the space less exciting

Food For Thoughts

- Invasion Recap for each new part?
- Drive users to social for the narrative setting for all updates? Will add value to regularly interacting with our social
  - Maybe focus on TikTok over other trailer sizes/formats?
- Invasion async recap/comic or is the lack of easily accessible history adding value to having been in Rec Room for a while?

Part 2

Sometime in 2023, we're going to need to close an arc. The one I am currently thinking we close in 2023 is the story of the Robot. In 2024, we can close the story with Elsewere

End:

- Cliffhanger about the next part
  - Potentially the introduction of Elsewere into the Invasion narrative
  - The room should slowly lead to this reveal

Core Guidance:

- Focus on:

- Gifting
  - Potentially we'll add a bonus for collecting a Keepsake while the player is in the room so this gives us a chance to highlight the mechanic
  - Robot/Science Department thanking the user for their help with Invasion Pt 1
  - Seasonality
- Joy/Carefree-ness
- A small undercurrent of suspense: *Power Cores narrative is not done. They are being researched right now*

- We need to separate the collection mechanic from the Power Core visual. The audio will remain the same so we can start establishing some consistency

Start - TBD

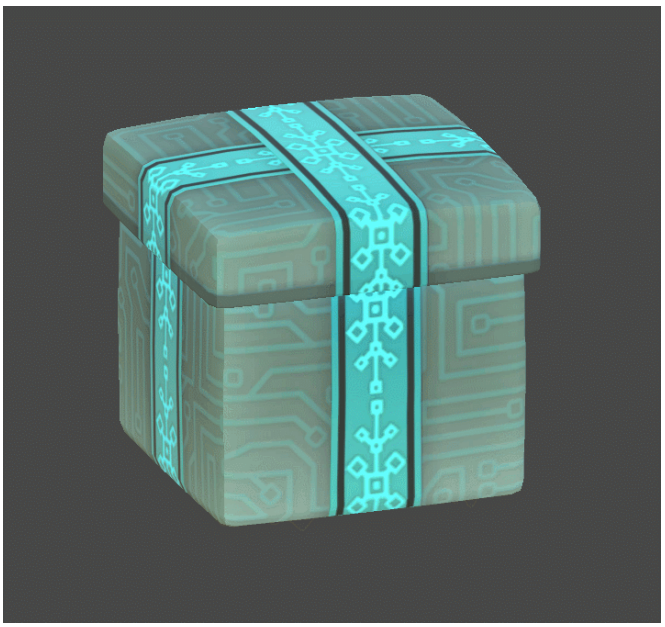
Characters:

- Your friends
  - Leave the major robot arc for a later date
- Elsewere

A second run of the Limited-Time Challenge system with a UGC component. It ran from 12/21/22 - 1/6/23.

The Science Team is going on holiday break while waiting for the reports on the power cores, help them gather up some presents and get some holiday items

Use the end for Feb



Present for Science Party Run

We've kept the circuits pattern for this keepsake, intending to have that pattern iconography associate with the science department in all future keepsake and reward items.

Robot could have decided to give out some prizes rather than outright.

One of the rooms in the sci department is where the power core research is happening, Elsewhere icons should be here.

Last date of event the eye should appear on screen in the center of the room for the day. Gone after the event ends, close off with tape the room.

Part 2.5

Build out an entry hallway/entry point to the science department, which basically locks players' access into the building between events that we can decorate quickly/easily as necessary. Should include a time/place.

New feature 1: bonus exp when collecting keep-sake with a friend in the same room (Friend bonus xp!) (friend bonus, 0 xp)

New feature 2: more than one item booster that compounds + additional rooms.

Robot intro:
The science department describes that their bot isn't helping research the power cores until the holiday festival is over. Apparently, they are a big fan or something, can you got play with them?

(we will be speaking on this in particular in social)

Elseware introduction:

At the start of the invasion event, have the power core glow come from the science department room (since they are being researched). throughout the duration of invasion pt 2, have the eye of elseware start appearing near the door and keep up to the monitor in the center of the science department. On the last day of invasion replace the monitor with the eye of elseware for the day. After invasion ends, close out the science dept with an intro subroom (the entry of the ScienceDepartment) that is taped off/closed with a timer until the next invasion + the eye of elseware + green glow from inside the science department.

(this happens organically in the roomiverse)

Part 3

(notes from 11/7 meeting)

Let's fall in love with the robot (but then maybe make them disappear (but then make them reappear like a year later))

- Halloween being the climax and Holiday being the resolution

Elseware story this coming year

Colored power cores reflect what they can do (like infinity stones)

Keepsake invention might be holdable

Antagonist writer's room next week

(Remy - Notes from 1/5/23 Brainstorming Session, Zach's notes as reference here)

- CGI Trailer for Invasion 3 would take inspiration from previous media like the Cars 3 Trailer, or the Halo 3 "Believe" trailer. That sort of style and mood with a touch of Rec Room flair so it's still lively.
- Try and insert references to super old "lore" and trailers in the trailer, in the room, etc. (ex. 2017 Jumbotron trailer elements)
  - "Goblin Hunter87" (user who is hacked by Jumbotron in the beginning)
  - The exact look of the users in the trailer
  - Iconography (The Jumbotron Rec Room Face Logo)
- Anything in the future relating to Invasion, try to tie as much back to old Rec Room lore as possible to make players care, especially the long term players who are invested.

Brief Trailer Synopsis (so far)

- Found footage/security camera footage of the scientists doing risky experiments on the power cores. Something causes a huge reaction and the power cores turn from green to purple.
- Jumbotron bots break into the room, causing mayhem and taking the new powered up, purple power cores. They also take the "good bot" in a way that causes viewers to empathize
  - This scene would ideally play out in slow motion with shots being easy to gather information from like the Jumbotron bots taking the power cores, taking the bot, etc
- Viewers should be able to infer themselves that the bots are likely being sent by Jumbotron to take the power cores

Part 4

Part 5

Arc ideas

Robot Corruption Arc - Elsewhere

Robot Creation Arc - Create more robot friends for the primary robot

Purple Power Cores - Sci Dept Power cores

The Forbidden one was actually RR unique power? Provides/is the source of purple power cores.

Elsewhere is wanting to

Keepsake ideas

Circuits/Computer parts/Robot parts

Science Department Potions